

FIG. 2

2 / 9

²⁶
²⁸
²⁴
 buying a new car
 ↓
 a href cars html buying a new car a ³⁰

FIG. 3

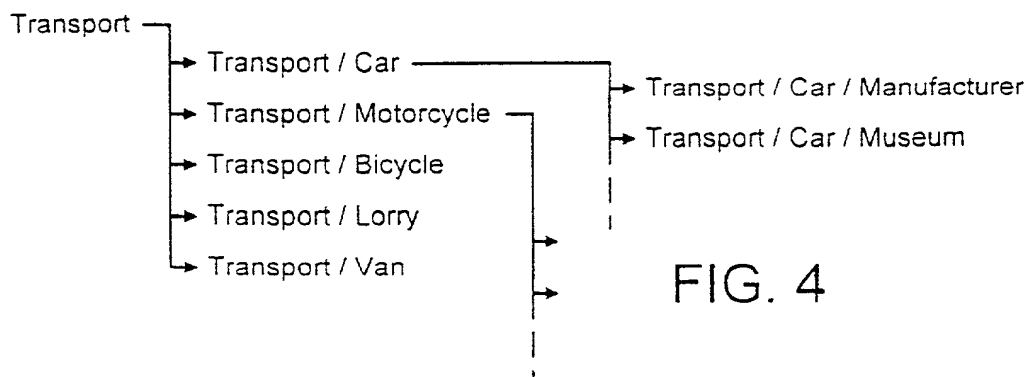


FIG. 4

³⁴ ³⁶ ³⁴ ³⁶
 Transport / Car / Manufacturer ³² ↔ <car><1>, <maker><1>, <brand><1>,
 <ford><4>, <general motors><4>,
 <GM><4>,....

FIG. 5

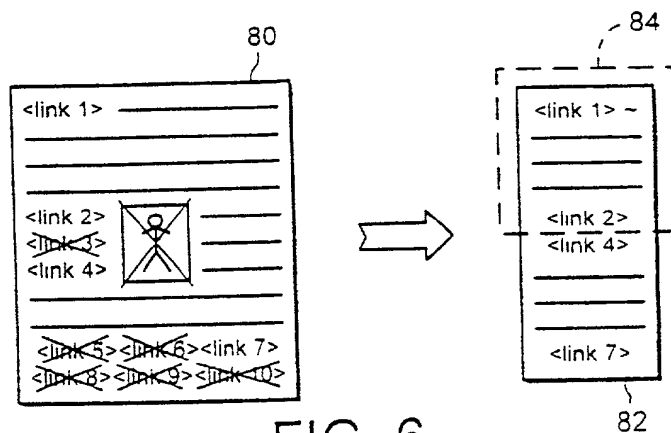


FIG. 6

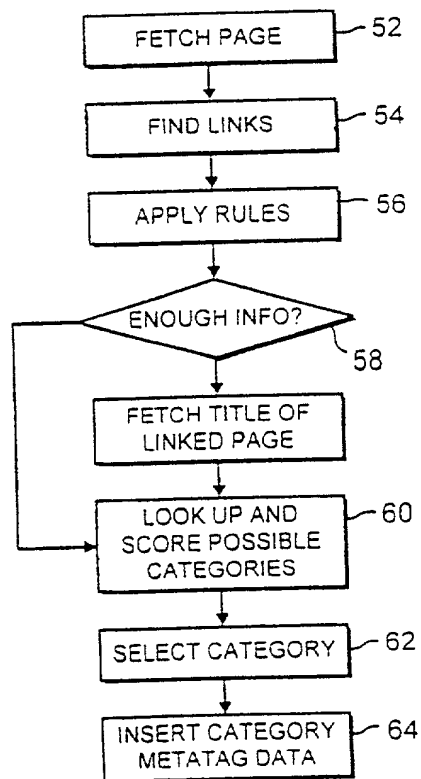


FIG. 7

SUBSTITUTE SHEET (RULE 26)

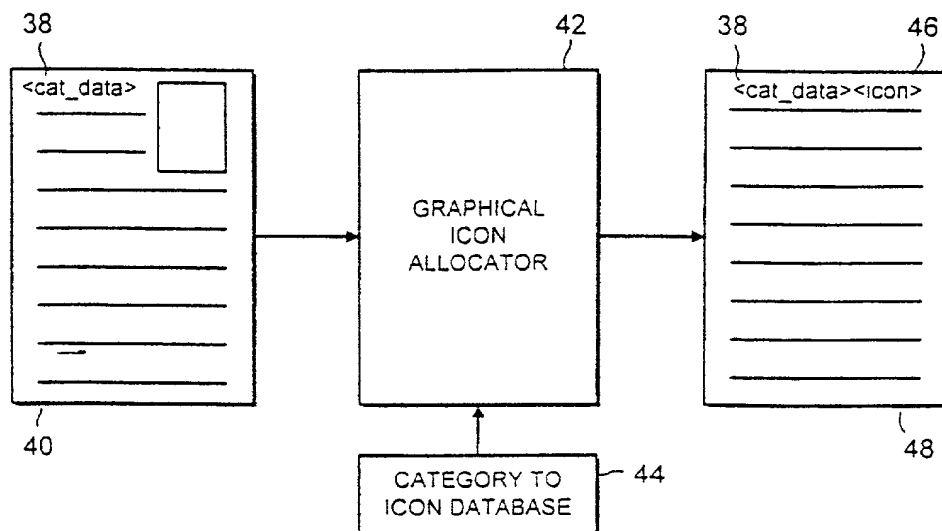


FIG. 8

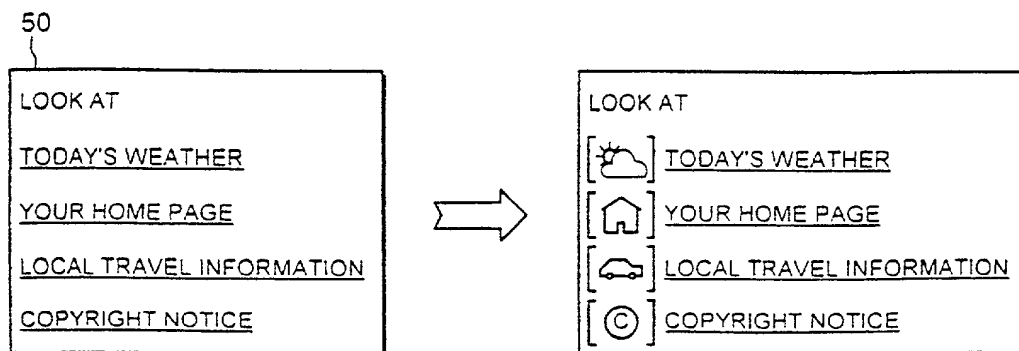


FIG. 9

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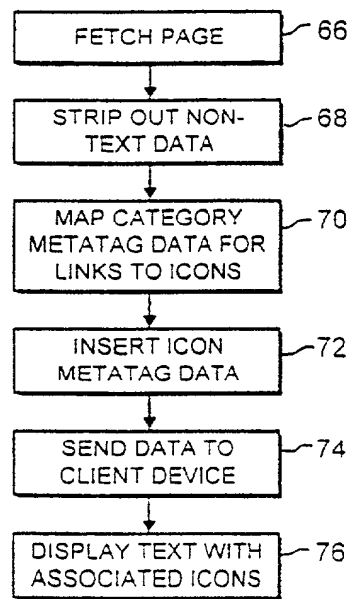


FIG. 10

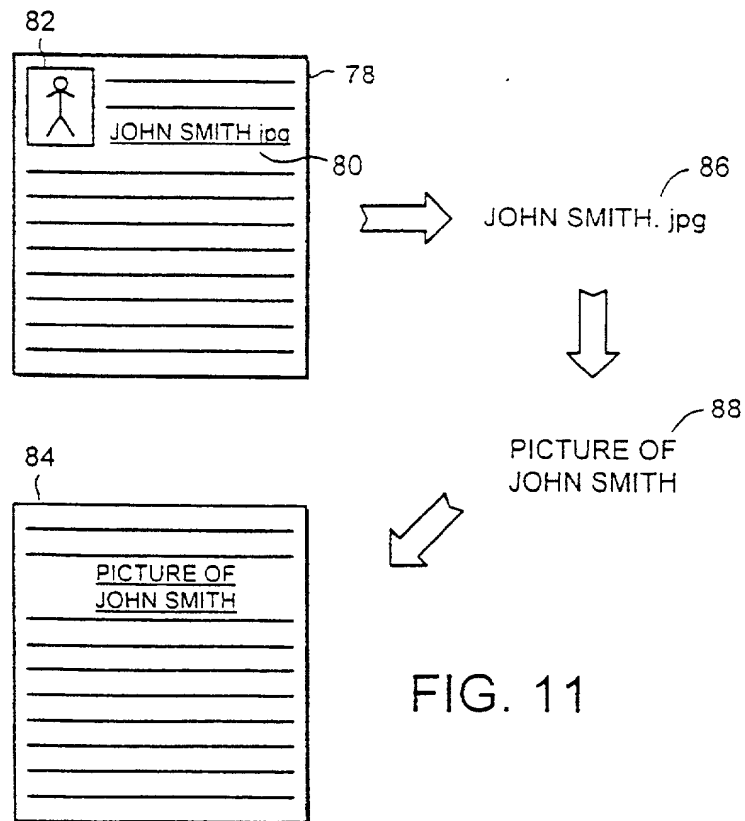


FIG. 11

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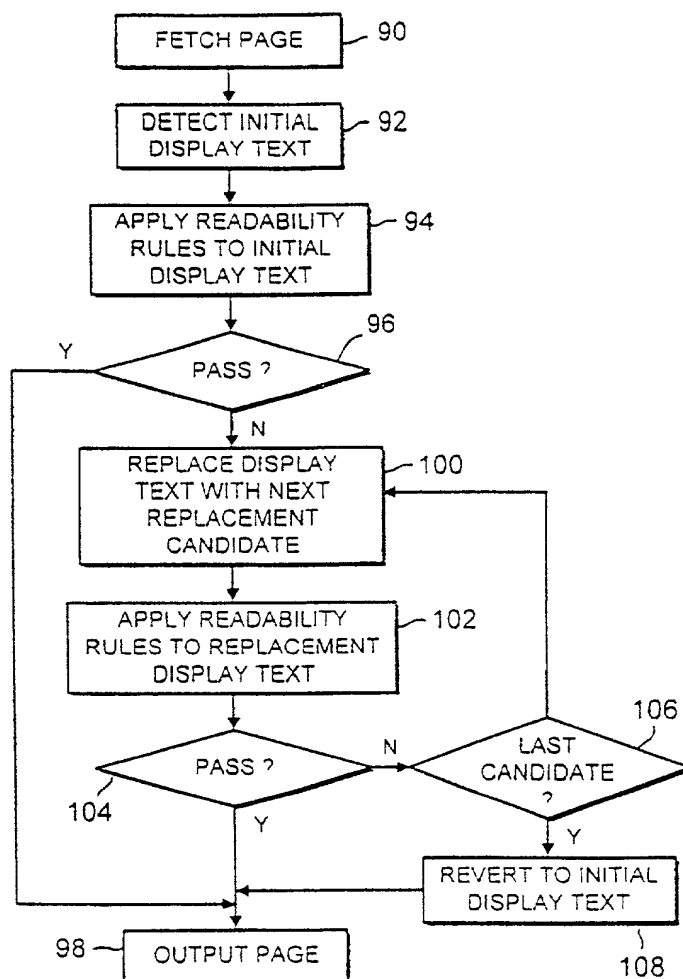
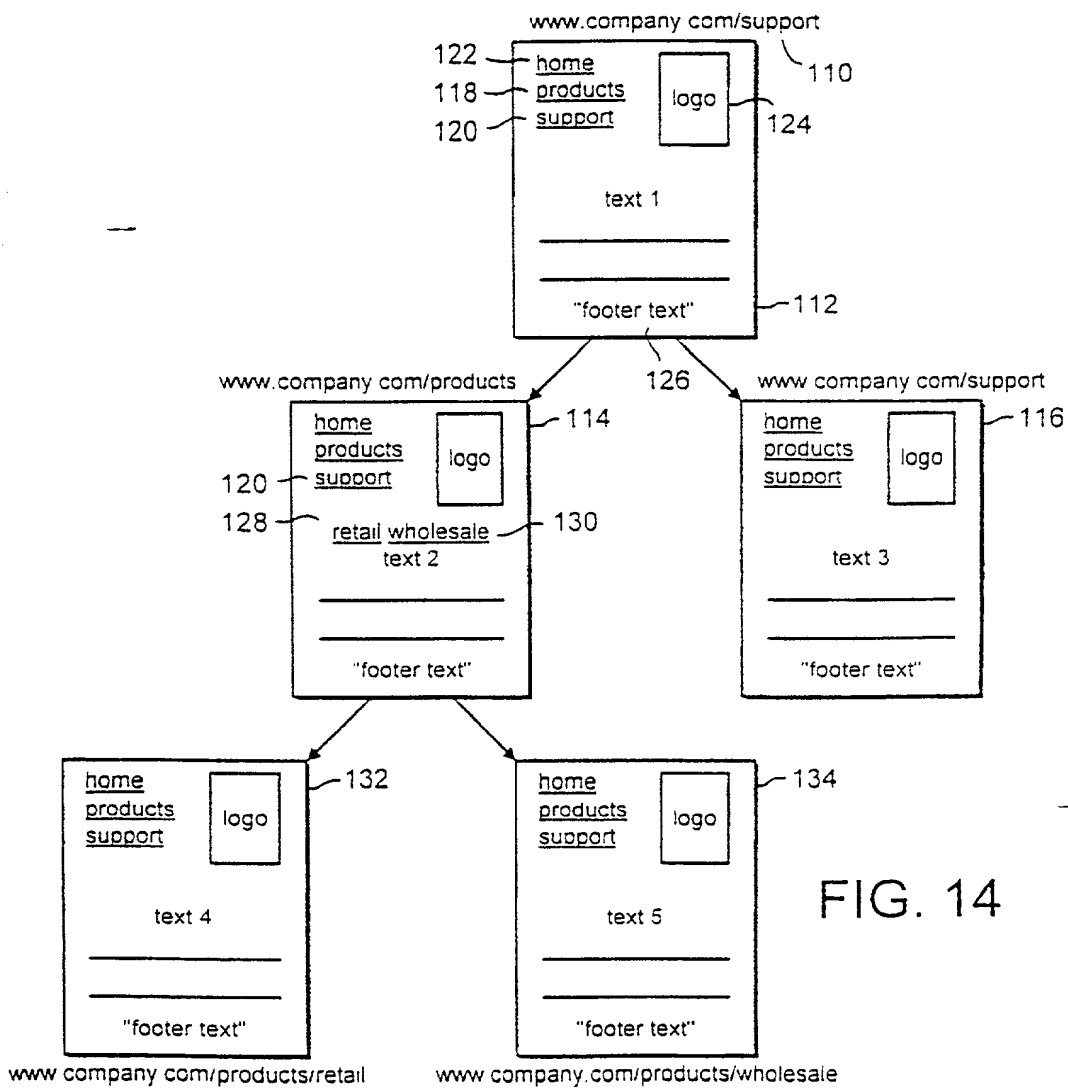


FIG. 12

- | | | | |
|---|--|---|---------------------------|
| A | "file_001234.doc" | → | "contact details page" |
| B | "link 1" | → | "transport - cars" |
| C | "please select this link to see a full list of our products available in your country" | → | "select products country" |
| D | "products.doc" | → | "products" |

FIG. 13



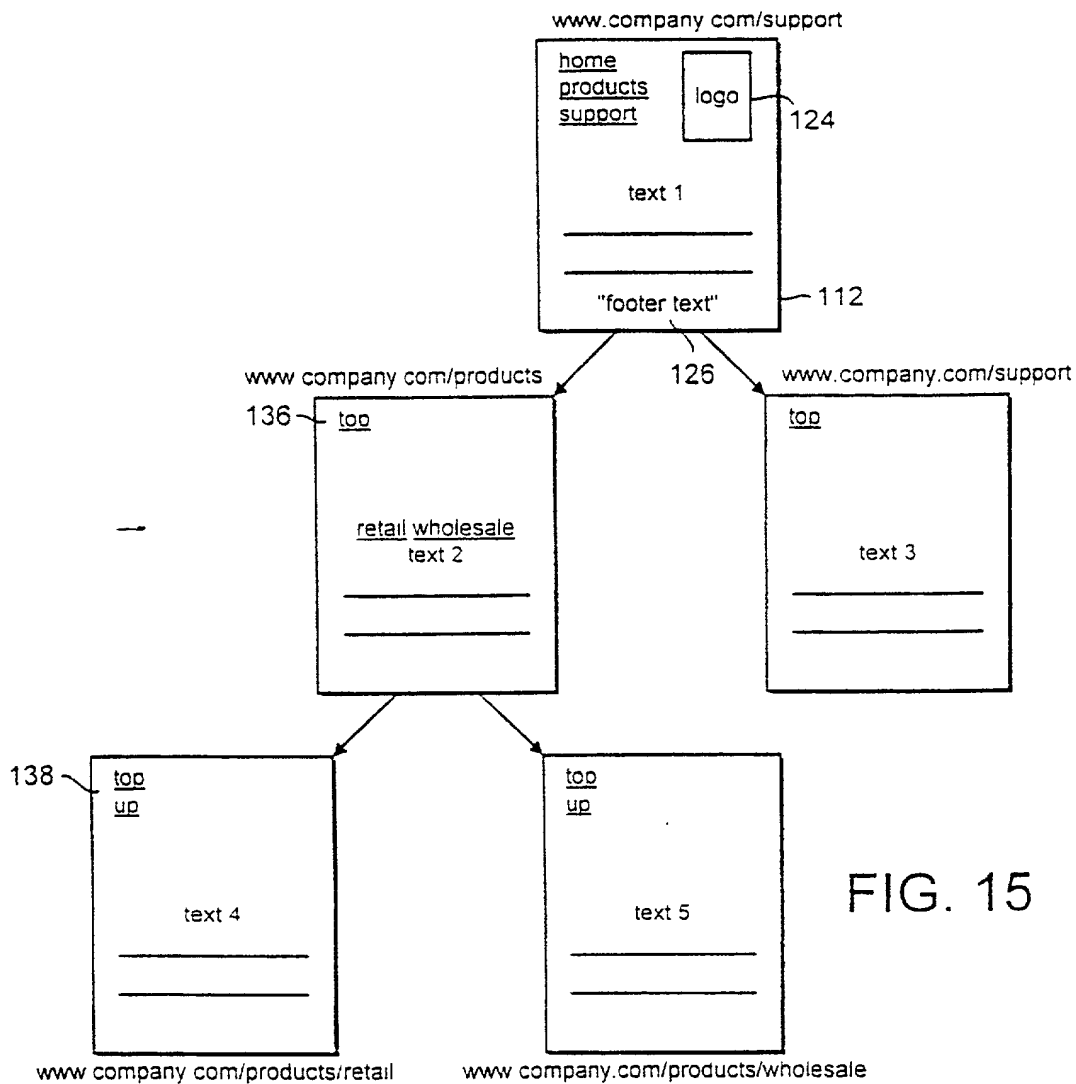


FIG. 15

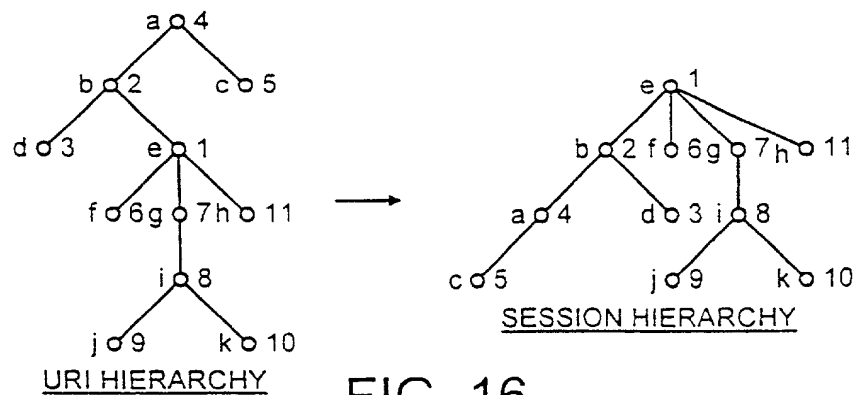


FIG. 16

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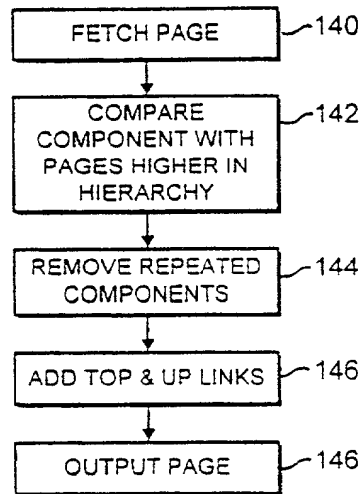


FIG. 17

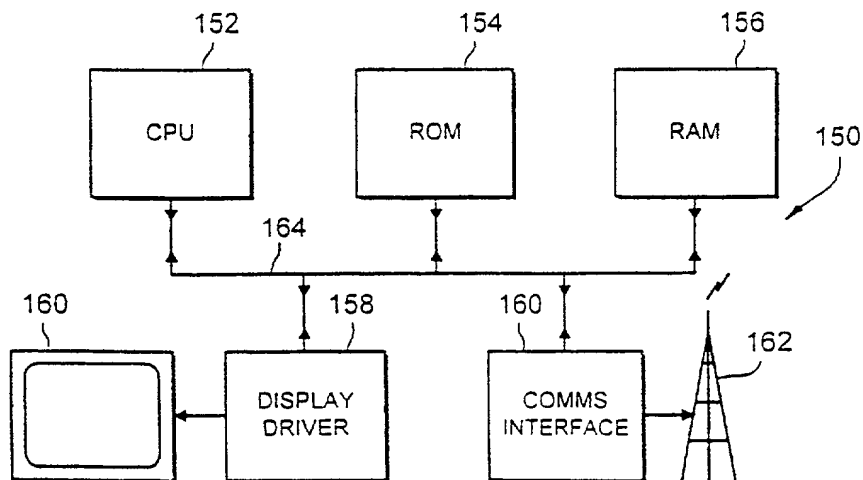


FIG. 18